

Ultimate Membership Drive

General Promotion Strategy and Objectives:

- Increase membership by 10,000
- Educate eligible non-members about the various activities clubs offer
- Generate additional income
- Create a “hip” image that is consistent with our target-market’s perceptions of the entertainment, food, and hospitality industry
- Inform the Air Force community about benefits of the club membership card
- Promote “Ultimate Membership Drive” slogan with catchy promotions at base level that will appeal to target audience
- Communicate club offerings to base leadership
- Introduce club services to younger AF non-members

Promotion:

- **Dates:** 15 Aug - 18 Nov 01
- **Target Market:** Eligible non-members
- **Overview:** Ten new cars or \$8,500.00 will be awarded to club members Air Force wide. Winners will be randomly selected from the Club Works database. Vehicle choices include the Chevy Cavalier, Dodge Neon and the Ford Ranger. Cars will be awarded as follows:
- **New Member Drawing:** Eligible non-members joining an Air Force club between 15 Aug and 18 Nov 01, who were not members anytime during the period 1 Feb - 14 Aug 01, will be entered in a drawing for one of nine new cars. One new car will be awarded to a new member in each major command (ACC, AETC, AFMC, AFSPC, AMC, PACAF, USAFE, AFRC). New members from AFSOC, the 11th Wing at Bolling AFB, the USAF Academy, and AAFES will be combined and considered as a command.
- **Current Member Drawing:** One new car will be awarded to a current member.
- **Eligibility:** Winners must meet the eligibility requirements of club membership in accordance with AFI 34-272, *Air Force Club Program*. A “new member” is anyone who becomes a member between 15 Aug and 18 Nov 01. A “current member” is anyone who was a club member anytime during the period 1 Feb and 14 Aug 01 and is still current. All members must be in good standing. Club employees are not eligible for any prize, nor are any individuals engaged in the development and implementation or direct execution of the Ultimate Membership Drive, to include Services senior leadership, Agency and marketing staff, and their family members. All winners’ eligibility will be determined before prizes are awarded.
- **Prize Regulations and Restrictions:** Winners will be selected 30 Nov 01. Prize vehicle information is forthcoming. Vehicle delivery takes approximately 12 weeks after selection is made. Delivery is to the nearest available location to winner’s home duty station within the continental United States (CONUS). No vehicle will be delivered to any overseas locations. ***Each overseas winner may accept the vehicle at a CONUS delivery point. The winner is responsible for delivering vehicle to overseas location including associated costs.** Upon acceptance of vehicle, individual assumes all responsibility for use, tax and licensing, maintenance, insurance, and any liability associated with the vehicle and releases the United States Air Force, Air Force Services, program sponsors, and partners of any liabilities associated with the vehicle.
- All prize claims are subject to verification. Upon verification, winners will be notified by mail or phone. Air Force Services is not responsible for prizes that are late or misdirected due to

incomplete or incorrect address information. Participants are responsible for updating their addresses when they change. If a winner PCSs after ordering a vehicle, he or she may be responsible for delivery and related charges.

- **Permission to Use Name/Likeness for Promotional Purposes:** Acceptance of prize(s) authorizes release of names and photos to be used for promotional purposes.

Advertising Plan (Corporate):

- **Newspaper Ads:** Newspaper ads will be placed in select base papers and the Stars & Stripes. These ads provide the largest source of information by base population. This should propagate the second information exchange through the second largest source: “word of mouth.”
 - **Danglers/Posters:** Each base will receive danglers and posters. Items should be hung in frequently visited on-base facilities.
- **Countertop Displays:** Bases will receive countertop displays. The display can be used at various activities where large numbers of people are expected (newcomers briefings, on-base school registration, etc.) to supplement the campaign.
- **Table Tents:** Bases will receive table tents for placement in lodging, bowling centers, dining facilities, clubs, and the like.
- **Banners:** Bases will receive banners. Banner usage provisions vary from base to base. Some marketing departments will be able to post at front gates, while others will find that banners can only be hung inside buildings. Consider rotating banners and keep in mind that you may be able to get permission to hang in BXs, commissaries, and hospitals – choose high traffic areas.
- **Direct Mail:** Corporately, direct mail is being planned for the bank statements; however, this is mailed to existing club members. Base marketing departments should supplement with direct mailings, via local database, that may include eligible non-members.
- **Press Package:** Publicity can come free through a cleverly written and distributed news or press release. Corporate press packages will cover clubs, the membership card, and the Ultimate Membership Drive. This should contribute to name recognition and increase interest in clubs.

Advertising Plan (Supplemental Base Level):

- **Services Newsletters/Monthly Publications:** A good source of information for overall Services programs. The database should extend beyond existing club membership.
- **Flyers:** Not always a good source of communicating information; however, success has been obtained when used as commissary and Base Exchange bag stuffers. Flyers work best when handed to patron. **Suggestion:** Use flyers at the base entry points on Fridays to welcome people onto the base or bid them a good weekend at the end of the duty day.
- **E-mails, base bulletins, marquees, base TV/radio, newcomer’s briefings, facsimiles, manned booths, stickers, magnets, etc.,** can all supplement a base-level campaign. The point is to be creative and use whatever resources are available to accomplish the goal.

First USA Bank \$25 New Member Bonus:

- To encourage base-level participation, First USA has generously offered to provide a \$25 incentive bonus to each base, for each new member gained at that base during “The Ultimate Membership Drive,” (15 August through 18 November 2001); however, the offer is contingent on each individual base meeting the following requirements.
- **New Member Bonus Eligibility Criteria:**
 - The base must supplement “The Ultimate Membership Drive” with local membership recruitment initiatives between 15 Aug - 18 Nov 01. Bases are encouraged to seek additional sponsorship support to enhance their membership recruitment efforts:

- The base must offer at least one membership appreciation event during “The Ultimate Membership Drive.”
- The base must submit an after-action report. **Bases are encouraged to submit after action reports via e-mail, preferably using PowerPoint software.** Electronic after-action reports may be e-mailed to afteraction@agency.afsv.af.mil. Hard copy after-action reports will also be accepted. After-action reports must contain the following:
 - When sending electronically, the base name must be mentioned in title or subject.
 - The number of new members gained between 15 Aug and 18 Nov 01. New members will be verified via the AF Club Works database.
 - A summary/description of each recruitment and each membership appreciation effort made by your base.
 - Pictures and/or samples of promotional material produced locally to support “The Ultimate Membership Drive.” Please include samples of materials featuring your local sponsors.
 - Pictures of local recruitment efforts, membership appreciation efforts, creative display/use of corporately provided materials.
- If necessary, completed after-action reports may be mailed to:
 HQ AFSVA/SVPCM – Marketing
 ATTN: Pam Clark
 10100 Reunion Place, Suite 402
 San Antonio TX 78216-4138
- HQ AFSVA/SVPCM must RECEIVE after-action reports no later than 15 Dec 01. Bases that do not meet the above criteria or do not submit an after-action report will not receive the \$25 per new member incentive bonus from First USA Bank.

Promotions and Publicity:

- Host local membership drives with local celebrities
- Give away premiums and refreshments
- Give away local prizes such as free trips, instruction, tours, and coupons for the club
- Organize squadron competitions

Club Employees:

- **Managers:** Managers should employ training sessions, briefings, or meetings to keep staff updated on events, activities, services, and club member benefits. Club employees should have at least a general knowledge about all of the events/activities/ services and membership benefits offered by the club. Employees should promote the business through word of mouth.

Logo Recognition:

- All necessary corporate logos associated with the promotion are attached. For the sake of consistency, it is necessary that the same logos be used at each base. The following logos are to be used on **all printed materials** promoting the Ultimate Membership Drive:
 - **First USA**
 - **Air Force Clubs**
 - **American Airlines** and **Advantage Rent-A-Car** are sponsors; however, the American Airlines logo and the Advantage Rent-A-Car logo will be pre-placed on select corporate promotional materials. Either corporate commercial sponsor may provide supplemental sponsorship support and be given local recognition through additional agreements generated by the base or MAJCOM level.
- Remember to use the disclaimer, “No Federal Endorsement of Sponsors Intended.”

Base-Level Promotions

- Below is a list of ideas that can be used to help meet the criteria for the First USA Bank New Member Bonus. The ideas are excerpts from plans submitted to the Air Force Services Agency. The plans have been field tested in that they may have worked for a particular base. No single idea is guaranteed to work for every base. All plans must meet the objectives of the Ultimate Membership Drive. Be creative, have fun and go get those new members signed up!
- **Weekly Money Drawings:** At each membership night, a drawing will be conducted for three cash giveaways, three separate drawings of \$75, \$50 and \$25 at each lounge. All new members may enter. They may only win once per night and must be present at the membership night to win. All entries will be thrown out after each weekly drawing.
- **Grand Prize Drawing:** All entries for the weekly drawing will be combined for the grand prize drawing, a trip for four to Yellowstone National Park, airfare included. There is one grand prize for officers and one for enlisted personnel. Key workers are not eligible for this prize drawing.
- **Greatest Squadron Increase:** The Squadron with the largest percentage increase, large and small squadron, will receive \$100 credit toward a party to be held in a club facility.
- **Membership sign-up booth:** A large booth will be available with staff to explain the benefits of club membership. Several incentives will be offered to include, round trip tickets to Orlando, 3 months free dues, dinner certificates, bowling for a family, \$500 cash, and other items that will be given using entry forms to new members at the event. The booth can be set up at commanders' calls, newcomers' briefings, the commissary, and AAFES. Key dates are the 1st & 15th of each month.
- **Cross market with other promotions:** Incorporate with Football Frenzy Program to show the advantage of belonging to the club - provides opportunity to win prizes including being entered for drawings to attend the Super Bowl and Pro Bowl and a regular season game. The program will culminate with a large club membership appreciation night.
- **Key Worker Contest:** The Key Worker responsible for signing up the most new members will win \$300 for a party for his/her unit. (Club advisory council members will serve as key workers.)
- **Employee Contest:** Services employees will receive a \$5 "bounty" for each new member signed up. Employees can be on- or off-duty. The employee who signs up the most members will be awarded an "on-the-spot" cash award of \$150.
- **Prize Drawing:** Weekly prizes will be awarded at each club during social hour on Friday's between 1730 and 2030. All new members during the promotion period may enter. Entry forms will be given to all new members when they show either their temporary membership or club membership cards. All non-winning entries will be added to the following week's entries. Individuals may only win weekly prizes once. Winners must be present to win. Drawing for the grand prizes, first through third, is held at the Membership Blow Out Party. Members are not required to be present to win grand prizes.
- **Weekly prizes:** \$25 club bucks; 18 holes of golf for two; lunch for two; club gift certificate for dinner not to exceed \$25; Extreme Bowling for two; gift certificate from skills development center.
- **Grand Prizes:**
 - First Prize - FREE Membership to the club for 1 year
 - Second Prize - FREE Membership to the club for 6 months
 - Third Prize - FREE Membership to the club for 3 months
- **Retirees:** Send out a personal invitation to all retirees within a 50 mile radius announcing the new membership drive. Include a detailed list of benefits associated with the program, membership

application, and membership benefits brochure.

- **Squadrons:** Work with squadrons in recruiting new members. Meet with each squadron and offer a party for all squadrons increasing their club membership by a certain percentage. Every squadron can be a winner and be invited to a party. Squadrons will be given packets with applications and information on membership drive special programs.
- **Civilians:** Send out letters to all civilian and contract workers announcing the new membership kick-off program and include a detailed list of benefits associated with the program, membership application, and membership benefits brochure.
- **Big Bucks Drawing:** Conduct this drawing on Friday evenings. Club member's card numbers are drawn at random and member must be present to win. Jackpot continues to grow until there is a winner.
- **Mystery Lunch Program:** Two days a month, club members will be invited to put their club number in the hat to win a prize. Members do not have to be present to win. Prize will be delivered to their office. The mystery is they never know what days the prize will be drawn.
- **Spin for prizes:** Hold membership events in which members can spin a game wheel for prizes. Individuals who sign up for club membership that day will be entered into a grand prize drawing for \$250 cash.
- **Member Get-a-Member:** Club members (one from each club) that sign up the most new members will each receive \$125 cash plus 1 month FREE dues.
- Club members can earn \$5 in club bucks for each club member recruited.
- Private organizations can receive \$5 for each new member obtained.
- **Enlisted Appreciation Day:** Every enlisted person is issued a free temporary membership card allowing them club usage for a month, dues free. The club will host special events that are free to members while eligible non-members pay a fee.

Press Release (sample)

Clubs offers car giveaway

It's only fitting that the 2001 Air Force Club Ultimate Membership "Drive" Sweepstakes will be giving away new automobiles – perhaps even one or two for patrons of _____ (Name of club/s).

During the drive, which will be held from Aug. 15 to Nov. 18, Air Force Services hopes to sign up 10,000 new members. All will be eligible for cars that will be presented to a lucky nine people who join any club worldwide. Winners will have their choice of select models and winner may be able to pick the car's color and various available options.

And not wanting to forget those already holding club cards, a tenth vehicle will be awarded to someone who has been a member anytime between Feb. 1 and Aug. 14 of this year.

Club members do not have to lift a single finger to be eligible to drive off in that new vehicle. Just being a valuable patron is enough.

With this giveaway, "we are recognizing that existing members are extremely important to us and that we would like to properly reward them, just as we are rewarding new customers," said _____ (name)_____, club manager. "Plus, they are one of the best forms of endorsement for an evolving club system that offers something for all."

Besides meals and entertainment, other benefits cardholders enjoy include a scholarship program, deals on local entertainment and special events, members-only programs and catering services.

WIN A CHOICE OF WHEELS!

Become A Member

Current Members Are Already Entered To Win!

10 winners get their choice of a Ford Ranger, Chevy Cavalier, Dodge Neon or cash!

the Ultimate Membership Drive

Sign up between August 15 and November 18, 2001 to be eligible for the random drawing.

The Ultimate Membership Drive is sponsored in part by:

Winners will be randomly selected on or about November 30, 2001. For more information or to find out your eligibility status, visit your club today or view-pahscat.net/ultimate. No Federal Endorsements of sponsors is intended.

Sign Up Form FPO

Sign Up To Win!

Counter Top Display Sample



Club and Promotion Logo Samples



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ADVANTAGE RENT-A-CAR **FIRST USA** **AAA**

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UNITED STATES MARSHALS SERVICE CLUBS

Poster Sample

TABLE TENT SAMPLE

The Ultimate Membership Drive

Current Members Are Already Entered To Win!

Sign Up Today!
You Could Win Your Choice of Vehicles!

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The Ultimate Membership Drive is sponsored in part by:

AMERICAN SAVINGS BANK
FIRSTSA
AIA

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